



Μέλος ΟΕΒ

ΣΥΝΔΕΣΜΟΣ ΕΠΙΧΕΙΡΗΣΕΩΝ ΔΗΜΟΣΚΟΠΗΣΕΩΝ
ΚΑΙ ΕΡΕΥΝΩΝ ΑΓΟΡΑΣ ΚΥΠΡΟΥ (ΣΕΔΕΑΚ)
CYPRUS ASSOCIATION OF OPINION POLL
AND MARKET RESEARCH ENTERPRISES

The following checklist presents information that perspective companies and individuals interested in commissioning a research project or purchasing of research results should take into consideration. For entities commissioning research, this checklist is indicative of the information that should be included in the RFP/ RFQ (Request for Proposal/ Quotation). For entities buying research results, the following checklist is indicative of the information they should have at their disposal in order to assess the suitability of data they are buying.

The following checklist is based on ESOMAR's 'How to Commission Research' Guidelines (http://www.esomar.org/uploads/public/knowledge-and-standards/codes-and-guidelines/ESOMAR_Code-and-Guidelines_HowToCommissionResearch.pdf).

Survey/ Project related information:

- Background information/ research brief
What is the context within which the study is commissioned?
- Identity of Client
Entities buying research results that are already available should enquire as to who commissioned the project. Entities commissioning the project need to agree with the Market Research Agency on whether the identity of the entity commissioning the project will be revealed to respondents or not.
- Study objectives
What are the specific goals of the study? What areas will be investigated?
- Sample frame
Where will the sample be drawn from? What will constitute the data base from which sample is drawn? Who is eligible to participate in the study?
- Sampling method

How will individual respondents be selected? What steps will be followed in order to achieve the desired sample?

- Method of data collection
What methodology will be used for data collection? How will the contact be made with respondents and in what format will the questionnaire be administered (personal, telephone, mail, online, focus groups, etc)? Where will interviews be conducted (households, place of work, in the street, etc)?
- Response and strike rates
What tools will be used to assess response rates? What is the expected strike rate?
- Level of analysis and reporting
What are the deliverables for the project? How will these be analysed and presented and in what formats will they be submitted to the Client? Will mathematical models or advanced statistics be used?
- Timing (fieldwork, deliverables)
What is the timetable for implementation of the project? What are the deadlines for each part of the project?
- Field force and training
What are the human resources that the Market Research Agency will utilise for this project? What training/ briefing will they receive prior to fieldwork commencement?
- Use of subcontractors
Is any part of the project subcontracted? Which part of the project and to which company? What is the relationship with the subcontractor and how can quality be assured?
- Compliance with data protection legislation
Measures taken to ensure anonymity of respondents and data security
- Quality management system
What quality management procedures are employed for this project? How is supervision conducted during the fieldwork period? What quality control checks are employed for fieldwork quality validation?
- Cost of services
What is the cost of the project and what are the payment terms?
- Ownership of survey data
Who is the owner of the results of the project?

Agency related information:

- Years of operation
How long has the Market Research Agency been in the field?
- Affiliation with other companies (level of independence)/ Potential conflicts of interest

What is the level of independence of a Market Research Agency? Is it affiliated with other companies? Are there any potential conflicts of interest arising from the Market Research Agency's association with other entities or work on other projects?

- Clientele
Who are the main Clients of the company? Who does the Market Research Agency work with?
- Relative experience
What is the Agency's experience in similar projects?
- Quality assurance standards
Has the company been accredited to abide to any National or International Quality Standards?
- Adherence to Codes of Professional Practice
Does the company adhere to National or International Codes of Practice?
- Membership to Professional Bodies
Is the company a member of a Professional body, such as SEDEAK?
- Security/ confidentiality procedures/ Adherence to private data legislation
What steps does an Agency take to safeguard the anonymity of respondents and the safety of its data?
- Agency workforce (number of employees, educational background, experience in the field of research)
Which individuals comprise the project team for this study? What is their relative background and what are their roles and responsibilities in the project?
- Company facilities
Description of company facilities with emphasis on aspects relating to the service being provided
- Company resources
What resources in terms of hardware and software does a company have at its disposal?